

Home Furnishings Calendar 1948

JANUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

FEBRUARY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | | | | | | |

MARCH

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

APRIL

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

MAY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

JUNE

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

JULY

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

AUGUST

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

SEPTEMBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |

OCTOBER

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

NOVEMBER

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

DECEMBER

S M T W T F S
 1 2 3 4
 5 6 7 8 9 10 11
 12 13 14 15 16 17 18
 19 20 21 22 23 24 25
 26 27 28 29 30 31

HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|---|------------------------|---------------------|
| Thursday December 23 4:00 P.M.- 7:00 P.M. | PRESS OPENING Now settled in their new uptown quarters, Josiah Wedgwood & Sons are opening their new showroom to the press on this date. By invitation only. Contact: Annie Reese Surber, PL. 5-3950. | JOSIAH WEDGWOOD & SONS | 24 EAST 54TH STREET |
| Thursday December 23 Just out | NEW MAGAZINE A new magazine dealing with contemporary furniture has just mailed its first issue. It deals, by means of photographs, dimensions, sources and prices, with the work of outstanding furniture designers and also features important accessories and fabrics. The initial issue has been mailed in a loose leaf binder to allow for the addition of quarterly supplements. Contact: Hollis Christensen, Editor, Furniture Forum, 812 South Robertson Boulevard, Los Angeles, 35, California. | FURNITURE FORUM | LOS ANGELES, CAL. |
| December 25 | CHRISTMAS DAY (Saturday). | | |

WEEK BEGINNING MONDAY, DECEMBER 27, 1948

| | | | |
|-------------------------------------|--|---|--------------------------------|
| Tuesday December 28 4:00 P.M. | SPECIAL PRESS PREVIEW AND TEA New carpet styles will be shown to the press prior to the opening of the Chicago Market. Mr. Joseph O'Brien, style and design manager, and Mr. Walter Guinan, line organizer and analyst, will discuss style trends in floor covering and will answer any questions the guests may wish to ask. Publicity: Peter C. Wright, MU. 4-0100, Extension 284. | BIGELOW-SANFORD CARPET COMPANY, INC. | 140 MADISON AVENUE SHOWROOM |
| January 1 | NEW YEAR'S DAY (Saturday). | | |

| | | | |
|--|---|-------------------------------|--------------------------------------|
| Sunday January 2 4:00 P.M.- 7:00 P.M. | PRESS PARTY: PURELY SOCIAL A purely social party for the press to alleviate the tension of the following week will be held by Arthur Brill, Bucky Harris and Martin North of Golding Decorative Fabrics in their suite at the Ambassador East. Come and bring your Chicago friends and relax with a bit of good cheer. Contact: Martin North, MU. 6-8311. | GOLDING DECORATIVE FABRICS | AMBASSADOR EAST CHICAGO, ILLINOIS |
|--|---|-------------------------------|--------------------------------------|

WEEK BEGINNING MONDAY, JANUARY 3, 1948

| | | | |
|----------------------|--|-----------------------|------------------|
| January 3 Evening | ANNUAL FURNITURE FORUM Speakers at the Furniture Forum will be A. E. Walsh of A. E. Walsh & Partners, industrial consultants, London, England; Earl Lifshy, managing director of Retailing Daily; Raymond Reed, vice president and merchandise manager of home furnishings, John Wanamaker's, Philadelphia. Mr. Walsh's speech is expected to deal with the design, origin and production of composite furniture, a new type of furniture developed in Britain since the war. There will be an exhibit of this furniture in the exhibitors building. Contact: L. R. Mattson, president, Furniture Exposition Ass'n, Grand Rapids, Michigan. | G.R. FURN. EXP. ASS'N | CIVIC AUDITORIUM |
|----------------------|--|-----------------------|------------------|

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|------------------------------------|---|--|--------------------------------------|
| Monday January 3- January 4 | SPECIAL SECTIONS On Monday, January 3, the Times will publish the U.S. Business and Financial Review Section. On Tuesday, January 4, the Review and Forecast of International Trade and Industry will appear. The first is a complete and authoritative survey of the U.S. economy as it is and as it promises to be, the second, a comprehensive and expert survey of the world's economy as it is and as it is likely to develop. These sections will reach influential people all over the country. Contact: Monroe Green, Advertising Director New York Times, LA. 4-1000. | NEW YORK TIMES | TIMES SQUARE, N.Y. |
| Monday January 3- January 15 | FABRIC DISPLAY Many new fabrics and devices for hanging draperies will be featured during the market. It is expected that the most comprehensive lines since before the war will be on display. Contact: Wallace O. Ollman, General Manager, The Merchandise Mart, Chicago 54, Illinois. | MERCHANDISE MART | CHICAGO, ILLINOIS |
| Monday January 3- January 15 | HOME FURNISHINGS MARKET The most comprehensive furniture lines in years are expected to make their appearance at the January Market. More items, a wider choice of style and broader price ranges will be available. A new African blond hardwood will make its appearance; also Japanese ash. Foam rubber cushioning is expected to be used more extensively in upholstered furniture. Showrooms in the Merchandise Mart are being redecorated and expanded to include display ideas which can be copied in retail stores. Contact: Wallace O. Ollman, Merchandise Mart, Chicago, Illinois. | MERCHANDISE MART | CHICAGO, ILLINOIS |
| January 3-15 | JANUARY CARPET MARKET, CHICAGO, ILLINOIS. | | |
| Monday January 3- January 15 | NEW CARPET DESIGNS TO BE INTRODUCED More than a score of new carpet and rug designs for the Spring market will be introduced by Alexander Smith and Masland at this time. Releases and glossy prints available for editors. Contact: Emily Purcell, Publicity: Alexander Smith & Sons Carpet Co., 295 Fifth Ave., MU.9-1300. | ALEXANDER SMITH & SONS C. H. MASLAND & SONS | ROOM 1814, MERCHANDISE MART, CHICAGO |
| Jan. 3-15 | JANUARY FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. | | |
| January 3- January 15 | NEW TENANTS IN MART Six manufacturers of major appliances will be exhibiting their lines in space they have retained in the American Furniture Mart. They are: Thor Corp.; Kalamazoo Stove & Furnace Co.; Landers, Frary & Clark; Holland Reiger division, Apex Electrical Mfg. Co.; One Minute Washer Co. and Electromaster, Inc. Contact: Col. Lawrence H. Whiting, president, American Furniture Mart, Chicago, Illinois. | AMERICAN FURNITURE MART | CHICAGO, ILLINOIS |
| Tuesday January 4 Breakfast | MARKET BREAKFAST MEETING W. E. Griswold, Jr. of W. & J. Sloane, New York and vice-president-at-large of NRFA will discuss "Merchandising Prospects--1949" from the retailer's viewpoint; Murrel J. Fischer, president, International Furniture Co. will present the manufacturer's angle. Contact: N.R.F.A., Chicago. | NAT'L. RETAIL FURN. ASS'N. | FURN. CLUB, CHICAGO |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|---|------------------------------------|------------------------------------|
| Tuesday January 4 Luncheon | CONSUMER PANEL AT MARKET LUNCHEON "From Paint to Picasso" is the name of the program to be presented by the Fashion Group to bring an overall picture of home decorating problems to the attention of manufacturers and retailers. Four speakers will discuss their own recent experiences in four different types of home furnishings needs. Edith Grimm, Carson, Pirie, Scott & Co., and new regional director of The Fashion Group, will preside. Contact: Ann Sheehan, 2322 Commonwealth Ave., Chicago, Illinois. | THE FASHION GROUP | MERCHANTS & MFRS. CLUB AT MART |
| Wednesday January 5 Breakfast | MARKET BREAKFAST MEETING Maury Nee, of P. J. Nee Co., Washington D. C. and a director of NRFA will give an address, "Selling Your Industry First", at the second breakfast meeting. Contact: N.R.F.A., Chicago, Illinois. | NAT'L. RETAIL FURN. ASS'N. | FURN. CLUB, CHICAGO |
| Wednesday January 5 6:30 P.M. | PREVIEW OF 1949 CARPET FASHION OPENING On this date retailers will see a trade version of the new and dramatic consumer fashion presentation to be staged by the Carpet Institute, Inc. in New York late in February. This preview will be held at the Club's annual dinner. Publicity: Melva Chesrown, EL. 5-7651. | CHICAGO FLOOR COVERINGS CLUB | STEVENS HOTEL CHICAGO, ILLINOIS |
| Thursday January 6 10:00 A.M.- 12:00 M. | PRESS PREVIEW AND BUFFET BREAKFAST A collection of new carpets: "Falmouth", "Dallas Broadloom", "Nocturne", and "Victoria", will be introduced to the press. They feature carved effects and are in a moderate price range. By invitation only. Publicity: Franklin Fisher & Associates, Inc., Doris Herzig, MU. 2-1983. | M. J. WHITTALL ASSOCIATES, INC. | 295 FIFTH AVENUE SHOWROOM |
| January 7 | PRESS DAY, GRAND RAPIDS FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. | | |

ADVANCE DATES AND NOTICES

| | | | |
|-------------------------------------|--|---------------------------------------|---------------------------------|
| Jan. 10-14 | KEYSTONE CHINA & GLASS SHOW, FORT PITT HOTEL, PITTSBURGH, PA. | | |
| Jan. 10-14 | PITTSBURGH GLASS & POTTERY EXHIBIT, WILLIAM PENN HOTEL, PITTSBURGH, PA. | | |
| Monday January 10- January 14 | NEW YORK LAMP SHOW The twenty-fifth semi-annual New York Lamp Show will occupy seven floors of exhibit rooms to hold the more than 350 lamp lines on display. This year the management has added a division for the display of supply materials for manufacturers. Hours: 9 A.M. to 6 P.M. with a 1 P.M. closing on January 14th. Contact: George F. Little Management, MU. 9-7147. | GEORGE F. LITTLE | HOTEL NEW YORKER |
| Monday January 10- January 14 | N.R.D.G.A.'S 34TH ANNUAL CONVENTION "Democracy Works Here" is the theme of the annual convention. Daily sessions run from 9:30 A.M. to 5 P.M. During the convention the 100 best retail newspaper advertisements of 1948 as selected by a jury of judges will be exhibited. Contact: Robert Mayer, CH. 4-8780. | NAT'L RETAIL DRY GOODS ASSOCIATION | HOTEL STATLER (PENNSYLVANIA) |
| Monday January 10- January 15 | DINNERWARE SHOW Coincident with the China and Glass Show, leading dinnerware makers will again join in showing consumers the latest styles and patterns in domestic dinnerware and ovenware. Contact: Wilbur Betz, East Liverpool, Ohio. | U.S. POTTERS ASS'N. | KAUFMANN'S, PITTSBG. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|---|---|---|
| Tuesday January 11 9:45 A.M.- 5:30 P.M. | FOURTEENTH BRIDAL CLINIC "The Bride's Magazine" will hold its Fourteenth Bridal Business Clinic, as announced by Brides House, Inc., at the Crystal Gardens and Grand Ballroom of the Ritz-Carlton. As in the past, this will be an all-day affair. Following the business sessions, there will be a Home Furnishings Show this year. This will be held at 11:15 A.M. and followed by a luncheon. Later there will be a Fashion Show and a champagne party. By invitation, for retailers from leading stores from this country and Canada, and resident buyers. Contact: Alice Rydell, MU. 2-1490. | THE BRIDE'S MAGAZINE | RITZ-CARLTON HOTEL |
| Wednesday January 12- January 14 | FOURTH ANNUAL TECHNICAL SESSION Program Chairman for the meeting is Harold Freeman of American Cyanamid in New York; Leonard Meyer of Western Products, Inc., Newark, Ohio is Chairman of the Exhibit Committee. An exhibit will be included in the program. Publicity: Langdon P. Williams, S.P.I., Inc., MU. 6-1490. | S.P.I., INC., REINFORCED PLASTICS DIVISION | EDGEWATER BEACH HOTEL, CHICAGO, ILL. |
| Thursday January 13- January 20 | HOUSEWARES AND HOME APPLIANCE EXHIBIT The annual housewares and home appliance exhibit will be held in the two main halls of the auditorium. The banquet will be held on January 18. Contact: A. W. Buddenberg, ex. sec. N.H.M.A., Chicago, Illinois. | NAT'L HOUSEWARES MFRS. ASSOCIATION | NAVY PIER CHICAGO, ILLINOIS |
| Saturday January 15 Going On | LINE OF FRENCH PORCELAINS Beginning on this date there will be a special display of French china, vases, figurines, cups and saucers, and so forth, especially designed and all painted by hand. These items are all copies of early 19th Century porcelains. Publicity: K.J. Mann, Mann-Ellis, Inc., LO. 4-0950. | I. FREEMAN & SON, INC. | 12 EAST 52ND STREET |
| January 16 | ESTABLISHMENT NAT'L FED'R'TN HOUSEWARES CLUBS, HOTEL STEVENS, CHICAGO. | | |
| Jan. 17-22 | WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK, N.Y. | | |
| Jan. 17-22 | JANUARY CARPET MARKET, NEW YORK, N.Y. | | |
| Jan. 17-28 | HIGH POINT FURNITURE MARKET, HIGH POINT, N.C. | | |
| Thursday January 20 4:00 P.M.- 7:00 P.M. Cocktails | PRESS SHOWING A new fabric house will show its drapery and upholstery fabrics to the press on this date. Some are of woven leathers, and there are other novelty weaves. Party will be held on third floor; entrance is through the House of Flowers. By invitation only. Contact: Sylvia Saponoff, PL. 7-3896. | ISABEL SCOTT FABRICS | 3RD FL., 4 W. 56TH |
| January 20 Coming Out | NEW DIET COOK BOOK "Diabetic menus, Meals and Recipes", written by a diabetic to enable others to serve meals which are safe for them and appetizing to their families, is also a helpful guide to overweight people, as each recipe is analyzed for its content of carbohydrates, protein and fat. Publicity: Louise Thomas, Doubleday & Co., CI. 6-1700. | DOUBLEDAY & CO., INC. | 14 WEST 49TH STREET |
| Sunday January 23- January 26 | CALIFORNIA CURTAIN AND DRAPERY SHOW "Home Fashion Fiesta" will feature merchandise for windows, bathrooms, kitchens and bedrooms. Contact: Worth Larkin-Dick Bean, RI. 2441. | LOS ANGELES TRADE FAIR 1151 S. BROADWAY | ALEXANDRIA HOTEL LOS ANGELES, CAL. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|----------------|---|-------------------------|--------------------|
| Sunday | TWENTY-EIGHTH | LOS ANGELES TRADE FAIR, | INDIVIDUAL SHOW- |
| January 23- | CALIFORNIA GIFT SHOW | 1151 SO. BROADWAY | ROOMS, LOS ANGELES |
| January 28 | Approximately 365 exhibitors displaying some 72,000 items will participate in this show which is of interest to eastern buyers. In addition to exhibits in individual showrooms exhibitors will display items in the Alexandria Hotel, the Merchandise Mart, Brack Shops. Contact: Worth Larkin-Dick Bean, Los Angeles Trade Fairs, Inc., 1151 South Broadway, Los Angeles 15, California. | | |
| Monday | ANTIQUES AND DECORA- | THE MAGAZINE ANTIQUES | WILLIAMSBURG |
| January 24- | TIONS FORUM | COLONIAL WILLIAMSBURG | VIRGINIA |
| January 28 | The first of two forums will take place on these dates. It is designed to enable home-owners and antique collectors to study decorations and furnishings with the authentic 18th century buildings and collections of restored Williamsburg as a laboratory. The second forum will be held from January 31 to February 4. As only 150 persons can be accommodated at each session, reservations should be made early. These will include hotel accommodations, meals, registration and other incidental costs and are being offered to subscribers to "Antiques", dealers and those interested in antiques. There will be morning lectures by such authorities as James L. Cogar, consultant to Colonial Williamsburg, Joseph Downs, Curator of the American Wing, Metropolitan Museum, Charles F. Montgomery, authority on pewter, Franco Scalomandre, president of Scalomandre Silks, Charles Messer Stow, antiques editor of the New York Sun, Hensleigh Wedgwood, president of Wedgwood of America, Inc., Miss Alice Winchester, Editor of The Magazine Antiques and others. In the afternoons there will be guided tours, teas and additional discussion periods. Contact: Louise Bahnsen, PL. 9-1600, or write Colonial Williamsburg, Goodwin Building, Williamsburg, Va. | | |
| Jan. 24-28 | NINTH INTERNAT'L. HEATING AND VENTILATING SHOW, CHICAGO, ILLINOIS. | | |
| Jan. 24-28 | LOS ANGELES FURNITURE MARKET, LOS ANGELES, CALIFORNIA. | | |
| Jan. 24-29 | VENETIAN BLIND ASSOC. OF AMERICA CONVENTION, ATLANTIC CITY, NEW JERSEY. | | |
| Tuesday | HOME FURNISHINGS EDITION | PLAINFIELD COURIER-NEWS | PLAINFIELD, N.J. |
| January 25 | On this date the Plainfield Courier-News will publish a Home Furnishings Exhibit and Style Show edition. Mats and cuts suitable for newspaper reproduction will be welcome. Contact: Wallace Zimmerman, Plainfield Courier-News, Plainfield, New Jersey. | | |
| Thursday | PRESS PREVIEW AND | EDWARD FIELDS COMPANY | 509 MADISON AVENUE |
| January 27 | BUFFET BREAKFAST | | SHOWROOM |
| 10:00 A.M.- | A new tufted wool carpet and a circular nursery rug will be shown to the press at the buffet breakfast. In addition, eighteen new special colorations of Boucleweave carpeting will be shown. By invitation only. | | |
| 12:00 M. | Publicity: Franklin Fisher & Associates, Anne Gorman, MU. 2-1983. | | |
| January 29 | INAUGURAL BALL, NEW YORK HOUSEWARES CLUB, HOTEL PENNSYLVANIA. | | |
| Jan. 31-Feb. 1 | NAT'L. TELEVISION CONFERENCE, EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS. | | |
| Jan. 31-Feb. 3 | NATIONAL ASSOC. OF VARIETY STORES CONVENTION, LA SALLE HOTEL, CHICAGO. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|--|--|
| Monday January 31- | WESTERN WINTER MARKET FEATURING HOME GOODS | WESTERN MERCHANDISE MART | 1355 MARKET STREET SAN FRANCISCO |
| February 5 | "Forward in '49" is the theme of this market. Furniture, floor coverings, decorative fabrics, linens and domestics, radios, televisions, gifts, lamps and housewares will all be shown. Contact: Frank K. Runyan, President Western Merchandise Mart, 1355 Market St., San Francisco, California. | | |
| Jan.31-Feb.11 CHICAGO GIFT SHOW, PALMER HOUSE, CHICAGO, ILLINOIS. | | | |
| January 31 | MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILL. TO FEB. 12 | | |
| Tuesday February 1 6:00 P.M. | ANNUAL A.I.D. AWARDS FOR 1948 On this date entries close for the A. I. D.'s annual design competition. Fabrics, furniture, floor coverings, wall coverings and lighting are the fields covered. Any designer may enter the design of a product not offered for sale prior to January 1, 1948 which has reached the consumer market. Submissions are not limited in number but an entry form must indicate how many submissions and reach the A. I. D. not later than Friday, January 21, 1949. Submissions must be anonymous. Entry forms and rules of competition may be secured from the A. I. D. at the address above. Contact: May Gerard, PL. 8-1642. | AMERICAN INSTITUTE OF DECORATORS | 41 EAST 57TH STREET NATIONAL HDQRTS |
| Tuesday February 1 7:30 P.M. | MONTHLY MEETING The January meeting will be omitted because of the Furniture Show but the February meeting will take place as listed. Contact: Haywood Singer, MU. 3-4247. | UPHOLS. FURN. MFRS ASS'N 276 FIFTH AVENUE | HOTEL McALPIN 2ND MEZZANINE |

MUSEUM, GALLERY AND GARDEN NEWS

| | | | |
|--------------------------------------|---|-----------------------------|--|
| Thursday December 23- March 20 | AMERICAN PAINTINGS A large and comprehensive exhibit of American paintings, ranging from recent primitives to the work of contemporaries. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI.5-8900. | MUSEUM OF MODERN ART | 11 WEST 53RD STREET |
| Thursday December 23 | SCULPTURE REPLICA The second of a series of replicas of famous pieces of sculpture has just been put on sale. It is the "Kneeling Woman" by Wilhelm Lehmbruck. It is 16½" high, cast in hydrostone. Publicity: Betty Chamberlain, CI.5-8900. | MUSEUM OF MODERN ART | 11 WEST 53RD STREET |
| Friday December 31 | ART DIRECTORS CLUB COMPETITION On this date no further entries will be accepted for the Art Directors Club Awards for 1948 which will be exhibited next March at the Museum of Modern Art. Categories are: Newspaper advertising, magazine advertising (color and black and white), poster and car cards, magazine covers, editorial illustration, complete editorial units, house organs, direct mail advertising, typography (this category to include any one of the above groups). Entries must be in the form of the finished product rather than original art work. The jury will make its awards on the basis of absolute rather than relative standards of quality. Publicity: Betty Chamberlain, CI. 5-8900. | THE MUSEUM OF MODERN ART | 11 WEST 53RD STREET NEW YORK, N. Y. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|--|--|
| <u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u> | | | |
| Tuesday January 18 2:00 P.M.- 5:00 P.M. | PRESS PREVIEW OF REOPENED GALLERIES The galleries of Far and Near Eastern Art will be shown to the press on this date. On Thursday, January 20, there will be a private view by invitation only. The public opening is scheduled for Friday, January 21. Hours: 10 A.M. to 5 P.M. weekdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690. | THE METROPOLITAN MUSEUM OF ART | NORTH WING 82ND ST. & 5TH AVE. |
| Tuesday January 18 | AWARDS TO BE ANNOUNCED The names of the winners in the International Competition for Low Cost Furniture Design will be announced on this date. Nearly 1000 competitors from 34 countries all over the world sent in entries. Further details of the ceremony will be available shortly. At the same time the award will be made to one of the six teams which have been preparing technological research reports. Publicity: Betty Chamberlain, CI. 5-8900. | MUSEUM OF MODERN ART | 11 WEST 53RD STREET |
| Wednesday January 19 2:30 P.M. | LECTURE ON LANDSCAPE PRINCIPLES After the presentation of trophies for flower arrangements and gardens, R. P. Korboho of the College of Agriculture, New Brunswick, N.J. will speak on "Landscape Principles As Applied to the Home Property." There will be a flower show featuring seasonal material. No admission fee. Open to non-members. Contact: Elizabeth Peterson, PL. 7-0915. | THE HORTICULTURAL SOCIETY OF NEW YORK | COLONNADES BALLROOM THE ESSEX HOUSE |
| Tuesday January 25 | EXHIBITION OF NEW ACQUISITIONS In conjunction with the Annual Meeting of the Newark Museum Association an exhibition showing purchases in the field of fine and decorative arts will be held. Hours: 12 to 5:30 P.M. daily; 7 to 9 P.M. Wednesdays and Thursdays; 2 to 6 P.M. Sundays and holidays. Admission free. Publicity: Mildred Holzhauer, MI. 2-0011. | THE NEWARK MUSEUM | WASHINGTON PK. WEST NEWARK, N. J. |

RADIO AND TELEVISION NEWS

| | | | |
|--|---|-------------------------|-----------------------------------|
| Thursday December 23 1:00 P.M.- 1:30 P.M. | CHRISTMAS DECORATIONS Dorothy Doan as hostess and Gil Fates as host will demonstrate how to trim the Christmas tree and decorate a mantel for the holidays. Last minute stocking gifts will be shown. Mimi Benzell, lyric soprano from the Metropolitan, will sing a Christmas carol and Robert B. Jung, who publishes the "Good News Bulletin", will also be a guest. Publicity: Helen Brattrud, PL. 5-2000. | "VANITY FAIR" CBS-TV | CBS-TV 15 VANDERBILT AVE. |
| Thursday December 23 2:30 P.M.- 2:45 P.M. | WINDOW TREATMENTS ON TELEVISION Alice Burrows will continue her discussion and demonstration on how to make valances for windows. Contact: David Davis, MU. 8-2600. | THE NEEDLE SHOP WABD | WABD DUMONT 515 MADISON AVENUE |
| Thursday December 23 4:15 P.M.- 4:30 P.M. | COLOR IN CALIFORNIA Helen Windsor, an actress from Hollywood, as Grace King's guest will discuss the use of color in decoration, especially as it is used in the West as opposed to the East. Publicity: Seymour Fogelson, ME. 5-5300. | SACHS QUALITY STORES | STATION WJMA 1657 BROADWAY |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|-------------------------|-----------------------------------|
| <u>RADIO AND TELEVISION NEWS (Continued)</u> | | | |
| Thursday December 23 8:00 P.M.- 8:30 P.M. | FINE COOKING ON TELEVISION Dione Lucas will demonstrate the art of making a Baked Alaska and also Chicken Kief, an unusual Russian dish suitable for luncheon. Publicity: Helen Brattrud, PL. 5-2000. | DIONE LUCAS CBS-TV | CBS-TV 15 VALDERBILT AVE. |
| Friday December 24 2:30 P.M.- 2:45 P.M. | QUESTIONS AND ANSWERS TO DECORATING PROBLEMS Questions on curtain and drapery making and other decorating problems will be answered by Alice Burrows. Contact: David Davis, MU. 8-2600. | THE NEEDLE SHOP WABD | WABD DUMONT 515 MADISON AVENUE |
| Friday December 24 4:15 P.M.- 4:30 P.M. | CANDLES IN DECORATION Norma Simpson, stylist for Emkay Candles, will talk with Grace King about the importance of candles in decorative schemes. Publicity: Seymour Fogelson, ME. 5-5300. | SACHS QUALITY STORES | STATION WMCA 1637 BROADWAY |
| Monday December 27 2:30 P.M.- 2:45 P.M. | NEEDLEPOINT EXPERT TO BE GUEST Mrs. Van Ostrand whose work hangs in the Metropolitan Museum will be Alice Burrow's guest and discuss the uses of needlepoint in decoration. Contact: David Davis, MU. 8-2600. | THE NEEDLE SHOP WABD | WABD DUMONT 515 MADISON AVENUE |
| Monday December 27 4:15 P.M.- 4:30 P.M. | WHAT YOUNG GIRLS WANT IN DECORATION Bernice Jonas, a young girl of twenty, will tell Grace King what girls of her age would like their parents to do in the way of decorating their homes so that they become pleasant places for girls to bring their friends to. Publicity: Seymour Fogelson, ME. 5-5300. | SACHS QUALITY STORES | STATION WMCA 1657 BROADWAY |
| Tuesday December 28 4:15 P.M.- 4:30 P.M. | DECORATING FOR YOUNGER PEOPLE Kitty Perkins, editor on Mademoiselle's Living, will describe, as Grace King's guest, the type of decorating problems among young married and single people which Mademoiselle's Living deals with. Publicity: Seymour Fogelson, ME. 5-5300. | SACHS QUALITY STORES | STATION WMCA 1657 BROADWAY |
| Wednesday December 29 4:15 P.M.- 4:30 P.M. | A CONSUMER ON DECORATION Trudy Meyer will be Grace King's guest and discuss decoration from the point of view of the general consumer. Publicity: Seymour Fogelson, ME. 5-5300. | SACHS QUALITY STORES | STATION WMCA 1657 BROADWAY |

* * * * *

FIFTH OF A SERIES OF REPORTS ON GIVE-AWAY PROGRAMS AMERICAN BROADCASTING COMPANY

ABC has a program "What Makes You Tick?" which gives away a grand prize once a week and smaller prizes during the week. The grand prize should retail at \$50 or over; the minor prizes from about \$15 to \$25. Washable items are preferred but the definition may extend to such things as plastics or leather goods. They are particularly interested in objects in the home furnishings field. Contact: Joe Field, CI. 6-2800.

Home Furnishings Calendar

Room 519 • 9 East 46th Street, New York 17, N. Y. • PLaza 9-2917

Board of Editors

Emma Aubert Cole, Managing Editor

Marian E. Murtfeldt

Ruth Finley

Mary Moon Hemingway

HOME FURNISHINGS CALENDAR is published every Thursday.

There is no charge for any listing. Subscription rates: One year, \$30; six months, \$18; three months, \$10; single copy, \$1.